

Azercell: Bringing a customer-first experience inside the workplace

Azerbaijan’s first GSM operator is evolving into a technology company, with an employee experience to match.

Azercell

SAP

“Customer experience has always been one of our competitive advantages. We believe our employees deserve the same level of care, attention and quality of experience that we strive to deliver to our customers. This transformation is about bringing that commitment into our workplace and creating an employee experience that reflects who we are as a technology organization.”



Dilara Huseynova
Chief Human Resources Officer
Azercell Telecom LLC

EUR 672,000
in estimated annual business benefits

340
HR hours saved monthly

89%
employee engagement

Turning HR transformation into measurable value

See how Azercell is simplifying HR, creating capacity for higher-value work, and bringing its customer-first promise inside the workplace.